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the management consulting firm of McKinsey & Co., Inc., which he joined in 1965. A native of Mineola, New York, Mr. Gerstner received a bachelor's degree in engineering from Dartmouth College in 1963 and an MBA from Harvard ... Who Says Elephants Can't Dance? by Louis V. Gerstner, Jr.

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ELEPHANTS CAN'T DANCE? THE SUMMARY IN BRIEF When Lou Gerstner took the helm of IBM as its CEO in 1993, the com-pany was a shambles â€” hemorrhaging money, drained by an insular corpo-rate culture, and rapidly falling prey to smaller companies that could make ... FILE: STRATEGIC MANAGEMENT

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